

ADMEM'S CONVENTION
LURES MANUFACTURERS
FROM ALL OVER NATION

Men With Eye to Extension of
Business Will Examine Trade
Opportunities Through Com-
mercial Museum

TO USE FOREIGN BUREAU

Hundreds of manufacturers from all sections of the United States, who have an eye to world-trade, will attend the big Admem's convention in this city next month. Many of these manufacturers see in the Philadelphia convention a golden opportunity for learning how to gain a secure foothold in foreign markets.

For several years the foreign trade bureau of the Philadelphia Commercial Museum has served as an expert department to manufacturers from Maine to Texas, and from Florida to Washington.

In explaining the workings of the bureau in the interest of foreign trade, an official of the bureau said:

"For instance, a manufacturer of shoes in a Massachusetts town has developed his plant to the point where its capacity has outgrown normal domestic demands, and he has decided to broaden his sales territory with a view to stabilizing his sales from year to year. He has read much about Latin America and has concluded that it would be the section in which to make a beginning. Picking out the country in Latin America where the mode of dress approaches closest to the standards at home, he concentrates attention for the time being on Argentina. In due course of time a letter is sent to the foreign trade bureau asking what the market is for shoes in Argentina, and if he can sell his product there. Upon receipt of the inquiry one of the trained staff of the foreign bureau obtains the exact figures of the boot and shoe importation. A reply is sent to the manufacturer, advising that last year there was imported in Argentina so many thousands of pairs of shoes of the American, French and German manufacturers, giving the number of pairs and value of the importation from each.

"Can the industry sell his particular shoe in that market? Frankly, the foreign trade bureau cannot tell offhand. It can say, however, that other American makers of similar shoes are not selling their wares there, with the presumption that he can or cannot do so.

COMPLETE COMMERCIAL LIBRARY.

"At this point mention should be made of the library of the Philadelphia Commercial Museum. This library is probably the most complete strictly commercial library in the world. On its shelves are the official publications of every government that issues commercial and financial documents; and supplementing these are books and periodicals of commerce, transportation, banking and industry, issued by semipublic organizations and private publishers. This library is invaluable to members of the staff of the foreign trade bureau and to manufacturers and business men generally.

"Going back to the Massachusetts shoe manufacturer, we will assume that he decides to give the Argentine market a trial. He decides to send his representative to make known his firm and products to the retail trade. He asks for a list of retail shoe dealers in the larger cities of Argentina. The member of the staff who has this letter is turned over for attention to obtain lists, checks them up with data in the bureau's private files, has the lists copied and sent to the manufacturer. It may be noted that the collection of directories from which the lists are made up, in all upwards of 500 volumes, is one of the most important in the United States, and is kept up to date, the various foreign publishers having standing orders to supply new editions as they appear.

"Or it may be that the manufacturer believes in better policy first to get in touch with the importing and wholesale houses. In that case the staff of the bureau has the inquiry in charge goes to the private commercial records of the bureau and prepares a list of such firms. These records contain data on prominent merchants in all parts of the world; not merely their names and addresses, but the lines they handle, their foreign connections, their references and statements of their financial standing and moral integrity.

"With the thought of letter writing comes the question of language. Again the facilities of the foreign trade bureau are at the service of the manufacturer. The bureau maintains a well-equipped translation department, able to handle any commercial language, the employees of which are not merely linguists, but men who know the language and who know commerce, its usages and terms.

Army and Navy Parade in New York

NEW YORK, May 30.—United States Army coast defense commands, bluejackets and marines from the Atlantic fleet and National Guardmen participated in a parade in the Bronx and Brooklyn today, in honor of the dead of the Civil and Spanish-American Wars.

U. S. Weather Bureau Bulletin

Observations taken at 8 a. m., Eastern time.

Table with columns: Station, Temp., Wind, Clouds, etc. for various locations like Atlantic City, Boston, etc.

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Police Court Chronicles

All dogs' tails should be short in warm weather. At least Felix Fisher thinks so. It worries him to see a patient canine tottering along tall around when the thermometer is near uncomfortable figures. Being a friend of the animals generally, Felix decided that he wouldn't let them suffer.



The animal was growing, bit off three inches. But before he could make his escape the animal took at least a square foot from Felix's trousers. The boy was indignant, but on seeing that Felix looked strong and combative did not offer anything more violent than denunciation.

"For instance, a manufacturer of shoes in a Massachusetts town has developed his plant to the point where its capacity has outgrown normal domestic demands, and he has decided to broaden his sales territory with a view to stabilizing his sales from year to year. He has read much about Latin America and has concluded that it would be the section in which to make a beginning. Picking out the country in Latin America where the mode of dress approaches closest to the standards at home, he concentrates attention for the time being on Argentina. In due course of time a letter is sent to the foreign trade bureau asking what the market is for shoes in Argentina, and if he can sell his product there. Upon receipt of the inquiry one of the trained staff of the foreign bureau obtains the exact figures of the boot and shoe importation. A reply is sent to the manufacturer, advising that last year there was imported in Argentina so many thousands of pairs of shoes of the American, French and German manufacturers, giving the number of pairs and value of the importation from each.

TWO DANCERS STABBED
FOR TREADING ON TOES

Men Knifed When Woman
Claims to Brother-in-Law,
Who Escapes

When Michael Cristofaro, 19 years old, of 1135 South 7th street, and Michael Sarnelli, 23 years old, of 734 South Isaminger street, who danced together last night at a ball given by the Italian Working Men's Institute, Lyric Hall, 328 South 7th street, stepped on the toes of Mrs. Clara Fleuria while she danced with her husband, they were stabbed. Both men today are patients at the Pennsylvania Hospital, Philadelphia, where they were taken after the double assault. Immediately after the stabbing he escaped, but Mrs. Fleuria and her husband, Vincent, were arrested by the police of the Seventh and Carpenter streets station, where they were given a hearing before Magistrate Coward.

According to the woman, the male dancers stepped on her feet several times. Finally she told her husband about it, but he would do nothing. Then her brother-in-law entered the dance hall. To him she complained. The stabbing followed.

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GRACE GEORGE IN
"THE NEW YORK IDEA"

An Admirable Performance of
Langdon Mitchell's Witty
Comedy at the Adelphi

THE NEW YORK IDEA. A comedy by Langdon Mitchell. Grace George and her Playhouse Company. The Adelphi Theatre. The play is an information-grabbing comedy. It is a comedy of the practicality of the repertory system as a life-saver to public and managers.

Memories of very few of the many who had a good time at the Adelphi last night knew or appreciated Miss George's work in presenting five standard comedies this season, but their enjoyment was just as keen for all that.

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